

Who We Are and What We Do

Our Goal

Our goal is to improve the lifelong health, nutritional status and wellbeing of women, infants & children.

Our Strategies

- Improve nutrition education
- Provide access to community services and resources
- Provide breastfeeding promotion and education

Improve Nutrition Education

Nutrition Education

WIC nutrition education emphasizes the relationship between nutrition, physical activity, and health with special emphasis on the nutritional needs of pregnant, postpartum, and breastfeeding women, infants and children under five years of age. WIC nutrition education leads to improved nutritional status, prevents nutrition-related chronic disease, and raises awareness about the dangers of using drugs and other harmful substances during pregnancy and while breastfeeding.

Breastfeeding

WIC offers guidance from knowledgeable staff, including breastfeeding peer counselors, Certified Lactation Counselors, and International Board Certified Lactation Consultants, support groups; educational materials; access to breast pumps; and “how to breastfeed” classes.

Farmers’ Market Nutrition Program

This seasonal program provides fresh, nutritious fruits and vegetables from

farmers’ markets throughout the state for women and children who are nutritionally at risk. Participants can receive a total of \$25 per season that can be used at authorized farmers’ markets.

Technology

WIC is working toward a joint MIS/EBT implementation to be completed statewide in 2020. This includes the replacement of the current WIC clinic system and a change in benefit issuance from paper checks to electronic benefit transfer (EBT).

Vendor Management

There are currently 672 WIC-authorized vendors in South Carolina. All vendors participating in the S.C. WIC program are SNAP-authorized, with the exception of pharmacies. Vendor applications are accepted and processed throughout the year.

Outreach

WIC outreach initiatives include outreach to Latinos through PASOs, collaboration with Head Start, participation in the National WIC Association campaign, and the offering of more than 100 different brochures and flyers through DHEC’s Educational Materials Library.



WIC – Good Food and a Whole Lot More!

Nutrition Education	Healthy Food	Health Services
WIC provides personalized nutrition education and support to help families eat healthy.	WIC provides monthly vouchers for participants to buy healthy food.	WIC helps with referrals to other health and social services that can benefit the whole family.

Program Highlights

WIC Services on Wheels

WIC received a grant from USDA to provide supplemental funding for the implementation of Mobile WIC Clinics in the state's four Public Health Regions, providing statewide coverage. Regional offices are partnering with Head Start locations throughout the state to provide WIC services to children under the age of 5.

New Website: www.wichealth.org

Launched statewide in May 2017, this website gives WIC participants the opportunity to complete their nutrition education online. Within the first 25 days, 2,927 new accounts were created and 4,326 lessons were completed. Offerings are available in English and in Spanish.

New & Improved Food Package

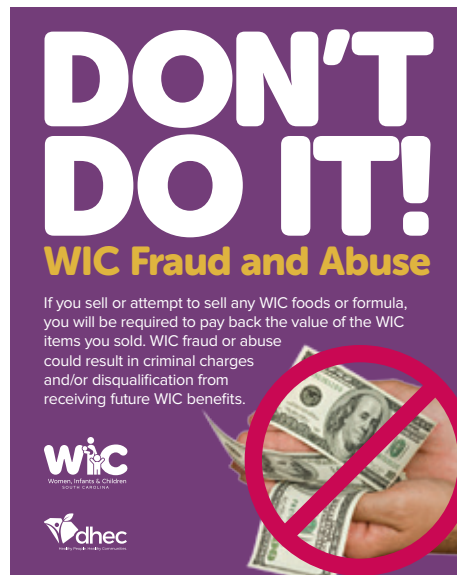
As of October 2017, chocolate milk, canned fruits and canned vegetables are now included in the WIC Food Package.

Child-Friendly Clinics

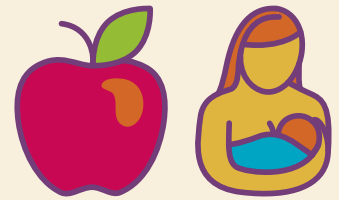
Upgrades and enhancements have been made to WIC clinics throughout the state. These enhancements, including those at the Richland County Health Department, create a more fun, inviting, child-friendly environment for participants. Features include newly-decorated areas with cows, gardens, and produce stands to depict WIC offerings. New rugs, interactive play centers, and festive wall art encourage children to immerse themselves in a world of play.

Preventive Fraud Campaign

Efforts have been made to increase participants' awareness of WIC fraud and its consequences, with the intent to stop program fraud before it ever begins.



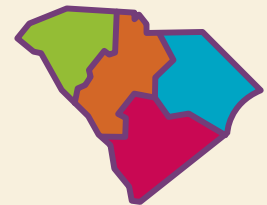
Did You Know?



WIC provided nutritious foods, nutrition education, referrals, and breastfeeding support to 186,948 women, infants and children during Federal FY '16.



43.2% of mothers with a live birth in 2016 reported receiving WIC foods during pregnancy.



WIC services are provided in all four DHEC Regions and within two Primary Care Centers at 76 sites in South Carolina.

For More Information, Contact:

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